



ORDER

Flight Dates **10/27/12-11/06/12**

Contract / Revision **315960 /**

Original Date / Revision
10/25/12 10/25/12

Advertiser **Now or Never PAC**

Agency **Strategy Group for Media**

Buying Contact

**7669 Stagers Loop
Delaware, OH 43015**

Product

Now Or Never PAC

Agency Com 15%

Billing Contact

**7669 Stagers Loop
Delaware, OH 43015**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:13:00

Estimate # **3089**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 20% Market Value 517000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	103400
KPNX	20%	103400
KPPX	%	0
KSAZ	20%	103400
KTVK	20%	103400
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	2	\$6,375.00	\$7,500.00	0.00
November 2012	38	\$81,515.00	\$95,900.00	0.00
Totals	40	\$87,890.00	\$103,400.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	2	\$6,375.00	\$7,500.00
10/29/12	11/06/12	38	\$81,515.00	\$95,900.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/29/12	11/02/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MTWTF--	:30	6	\$1,500.00	FX	0.00 NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	MTWTF--	6		\$1,500.00		0.00					
N 2	KNXV	10/29/12	11/02/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	6	\$1,800.00	FX	0.00 NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	MTWTF--	6		\$1,800.00		0.00					



KNXV

Print Date: 10/25/12

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Contract / Revision **315960** Flight Dates **10/27/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:13:00

Advertiser **Now or Never PAC**

Product **Now Or Never PAC**

Estimate # **3089**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KNXV	10/29/12	11/02/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF--	:30	5	\$3,000.00	FX	0.00	NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$3,000.00		0.00			
N 4	KNXV	10/29/12	11/02/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	6	\$3,000.00	FX	0.00	NM	6	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					6	\$3,000.00		0.00			
N 5	KNXV	10/29/12	11/02/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	6	\$3,500.00	FX	0.00	NM	6	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					6	\$3,500.00		0.00			
N 6	KNXV	10/27/12	11/03/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$2,500.00	FX	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$2,500.00		0.00			
Week:		10/29/12	11/04/12	-----S-					1	\$2,500.00		0.00			
N 7	KNXV	11/04/12	11/04/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$3,500.00	FX	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$3,500.00		0.00			
N 8	KNXV	10/27/12	10/27/12	NCAA Football Prime NCAA Football Prime	CM	Various	-----S-	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$5,000.00		0.00			
N 9	KNXV	11/05/12	11/06/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MT-----	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$1,500.00		0.00			
N 10	KNXV	11/05/12	11/06/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MT-----	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$1,800.00		0.00			
N 11	KNXV	11/05/12	11/05/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$3,000.00		0.00			
N 12	KNXV	11/05/12	11/05/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M-----	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$3,000.00		0.00			
N 13	KNXV	11/05/12	11/05/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M-----	:30	1	\$3,500.00	FX	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$3,500.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 40 \$103,400.00